REMARKS

Reconsideration of the patentability of the claims as amended is respectfully requested.

Claims 1 through 5, 8 through 14 and 23 through 27 are pending in this application. All claims stand rejected.

Claims 1, 7, 9 and 14 have been amended to replace the qualifier "first" as in "first program" with the term "plug-in" to distinguish the program as being a plug-in program. Applicant is of the opinion that the use of Leone (U.S. Patent No. 5,552,994) in rejecting the claims of the present application is improper. According to the American Heritage Science Dictionary © by Houghton Miffin Co., the definition of the term "applet" is, "a small computer program that has limited features, requires limited memory resources, and is designed to be downloaded from the Internet to run on a webpage. *An applet cannot read or write data on the user's machine*" (emphasis added). The present invention discloses using a plug-in program to create customizable printable products. More specifically, when a user connects to a web page, he/she is offered a variety of greeting card genres from which he/she can select, and a variety of greeting card options provided within each genre. Once a greeting card has been selected by the user, the appropriate plug-in program, including engine and assembly component programs, is downloaded to the user's computer to make certain design elements available in the browser which will enable the user to edit the selected greeting card. In fact, the plug-in may be downloaded automatically when it is recognized that the browser does not have the plug-in installed or does not have the latest version of the plug-in installed. As disclosed in the specification, once the web server pre-assembles the design elements for a printable product selected by the user, an appropriate CPT file (compiled from the design element database located on the server) is generated and downloaded to the user's computer. If the present invention used an applet, as opposed to a plug-in program, the applet would not be permitted, for security reasons, to write permanent "defining data" or the appropriate CPT files to the user's computer.

For at least the foregoing reasons, claims 1 through 5, 8 through 14 and 23 through 27 are believed to be in condition for allowance and a Notice of Allowance is respectfully requested. Should the Examiner wish to discuss any of the foregoing in greater detail, the undersigned attorney would welcome a telephone call. If there are any fees necessitated by the foregoing

communication, please charge such fees to our Deposit Account No. 50-0959, referencing our Docket No. 109769.0020.

Respectfully submitted,

ROETZEL & ANDRESS

/JSCOTT/

James C. Scott
Reg. No. 35,351
1375 E. Ninth Street
One Cleveland Center, 9th Floor
Cleveland, Ohio 44114
(216) 623-0150 (reception)
(216) 615-4832 (direct)
(216) 623-0134 (facsimile)

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